

1 know the role that media plays in preventing that. We  
2 know what's going on right now.

3 I personally am speaking as somebody who  
4 has been removed from voter rolls. I voted in  
5 November. I went back in March, and I wasn't on that  
6 roll. So there is stuff going on. And the media is  
7 important. It's not just about music and art.

8 (Applause.)

9 MS. DAVIS: Thank you.

10 Microphone one.

11 MR. ELIACH: Good evening. My name is  
12 Nick Eliach. I am from Watsonville. I want to thank  
13 you for being here and allowing us to speak here.

14 I am going to go for your stomachs first  
15 and then your thought process. There was earlier  
16 mention of eating in the Monterey restaurants. I want  
17 you to imagine there was only one chain of restaurants  
18 and it served bland food.

19 (Laughter.)

20 MR. ELIACH: That's what you have going on  
21 here. You're having the entire media that's going to  
22 be controlled by one chain. It's going to serve bland

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1 programming.

2 I have a power in my hands, and it's the  
3 Constitution. I think of the freedom of the press.  
4 The press was something different 228 years ago  
5 because there wasn't television. There wasn't radio.  
6 And there wasn't internet. But the founding fathers,  
7 if they were around today, they would incorporate  
8 that.

9 Just because they said the word "press" is  
10 because they were pressing the newspaper. But by  
11 having . . . but, what you're doing, we're going to  
12 lose our freedom of the press. You're abridging the  
13 freedom of the press by letting one institution, one  
14 corporation control it all.

15 KSCO 1080 AM owned by the Zwerling family,  
16 independently owned station, allowed me the  
17 opportunity to have a noontime show one day a week.  
18 Every Monday I'm on, I host the "Nick at Noon Show."  
19 They allowed me to have that opportunity to represent  
20 local issues in Watsonville.

21 I am a carpenter by trade. They allowed  
22 me to have that opportunity. Can you imagine a

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1 corporation allowing a carpenter to represent local  
2 issues? I know the local issues. I have been in town  
3 my entire life. KSCO, which is an independent owned  
4 radio station, gave me that opportunity. So I commend  
5 them for that.

6 The answer is more independent owned radio  
7 stations. And one of your questions, how to promote  
8 more localism in broadcasting is by having more  
9 locally owned stations.

10 Our system was built upon people speaking  
11 out and standing up for a cause. Today we are  
12 standing up and speaking out to you to create more  
13 local stations.

14 Thank you very much.

15 (Applause.)

16 MS. DAVIS: Thank you.

17 Microphone two.

18 MR. ACOSTA: Thank you for allowing me to  
19 speak.

20 My name is Tony Acosta. I am a longtime  
21 resident of the County of Monterey. I have been very  
22 active in my community at the grass roots level most

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1 of my life. At the present time I am the chairman of  
2 the Housing Authority of the City of Salinas.

3 For the last nine years, I have been  
4 working for the Citizenship Project. It's a nonprofit  
5 agency. What we do there is to help people to become  
6 citizens, to apply to become citizens. We have helped  
7 over 20,000 people in this county to become citizens.

8 (Applause.)

9 MR. ACOSTA: Also we help people to become  
10 legal permanent residents. And also we empower people  
11 of all colors to defend themselves with labor and  
12 civil rights violations.

13 (Applause.)

14 MR. ACOSTA: We depend on the local media  
15 to maintain a community well-informed as to their  
16 rights, health care issues, local activities that are  
17 free to them.

18 TV and radio are essentially requirements  
19 to serve the communities. They often give us full  
20 coverage of local elections, ignore important issues,  
21 discriminate against minority communities. We can't  
22 let profit motives control the need for quality local

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1 programming.

2 The current license renewal process is a  
3 shame. Broadcasters have no incentives to serve their  
4 local communities' needs. We need a better process  
5 for holding TV and radio stations accountable.

6 Of the broadcast stations that we have,  
7 only two locals have been helping us 1,000 percent.  
8 One is KHDC, Bilingue Radio - thank you Delia -- and  
9 also KFMS, who we see on 67.

10 Thank you very much.

11 MS. DAVIS: Thank you.

12 (Applause.)

13 Back to microphone one.

14 MS. BISSI: Hi. My name is Kathy Bissi.  
15 I work for a small business in the tech industry  
16 across the Bay in Santa Cruz. I have a background in  
17 broadcast journalism, and I produce a community access  
18 educational show for my business.

19 I'm grateful for the opportunity to speak  
20 tonight, but I know that there are many others who  
21 would have liked to have joined us in some of these  
22 empty seats that have been here since the beginning of

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1 the evening.

2 I really urge the FCC to cast a much  
3 broader net, to truly listen to the local community,  
4 and to add more hearings to your agenda this summer.

5 (Applause.)

6 MS. BISSI: I would like to see stations  
7 be held accountable and be required to provide more  
8 hours of public affairs programming and at prime time  
9 hours, as has been said, not at 4:00 o'clock in the  
10 morning.

11 My husband and I watch the local nightly  
12 news. There's two corporate nightly news viewpoints  
13 given in our media area. And what we usually watch is  
14 about a 60-second corporate logo introduction to the  
15 news story followed by a 2-sentence story pulled from  
16 a newspaper story about an hour before the broadcast.  
17 I think we deserve more.

18 The few corporate owners of our media are  
19 making millions off the public trust. Perhaps it's  
20 time that we as their landlords start collecting the  
21 rent.

22 As someone who purchases thousands of

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1 dollars in advertising every year in this local  
2 market, I'd pay a half a million dollars if I had  
3 it for 60 seconds during prime time for an ad.

4 What's the public dividend on this  
5 valuable commodity? Collecting the rent from big  
6 media would support local viewpoints, funding for  
7 non-commercial and PEG access stations, and create  
8 local accountability.

9 Just one more quick note. As a marketing  
10 professional, I know as well as you do that it is good  
11 business to make donations and to support your local  
12 charities. Don't let anyone fool you that cause  
13 marketing is in any way to secure the public interest  
14 in regards to access and control of local media. It's  
15 noble, but it's not. It's in their interest.

16 Thank you.

17 (Applause.)

18 MS. DAVIS: Microphone two.

19 MR. McMANUS: Good evening. I am John  
20 McManus. I direct a project at Stanford University  
21 called gradethenews.org.

22 (Applause.)

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1                   MR. McMANUS: If there is a single  
2 indicator of quality of localism, it's this. How  
3 well do area broadcasters prepare citizens to vote on  
4 state and local issues, races that are usually covered  
5 only by the local journalists? The answer for four of  
6 the San Francisco Bay Area's five most watched  
7 stations is not very well.

8                   Grade the News analyzed coverage in the  
9 weeks before the March 2nd election. We found only  
10 one station broadcast more than a minute per day on  
11 its premier evening newscast that voters could use to  
12 decide local races for Congress, the state  
13 legislature, city, and county offices, and 65 state  
14 and regional ballot issues.

15                   KNTV Channel 11, the NBC-owned and  
16 operated station in San Jose, broadcast a minute and  
17 40 seconds of local political issues per evening on  
18 its hour-long newscast, less than weather or sports or  
19 crime. But consider that channel 7, KGO, the ABC  
20 station; and KPIX Channel 5, the CBS station, devoted  
21 an average of just 10 seconds of their prime evening  
22 newscast to the substance of all state and local races

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1 and propositions combined.

2 KTVU Channel 2, the Fox affiliate in  
3 Oakland, broadcast just under a minute of news voters  
4 could use to decide local races. KRON Channel 4, an  
5 independent, ran half a minute a night.

6 We surveyed newscasts during the week  
7 immediately before the spring election and the third  
8 week before the election. By news voters can use, we  
9 mean everything but horse race coverage of politics.

10 One minute or less on the longest newscast  
11 of the evening in the weeks just before an election  
12 for all local and state races and propositions  
13 combined represents a serious failure to take  
14 journalism's most important duty seriously.

15 Thanks for your patience.

16 MS. DAVIS: Thank you.

17 (Applause.)

18 Microphone one.

19 MS. MESSENGER: My name is Joy Messenger.  
20 I work in the California Office of the National Center  
21 for Missing and Exploited Children.

22 It is an honor to be here tonight to

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1 express our strong support for our California  
2 broadcasters and share how they serve our communities.

3 Ever since our doors opened in 1984, our  
4 goal has been to help find missing children and  
5 protect them from exploitation. In our business, time  
6 is the enemy.

7 We believe there is no other industry that  
8 can galvanize a community to action like our local  
9 radio and TV stations. Twenty percent of America's  
10 missing children come from California. But with  
11 broadcasters' help, we are able to fight these  
12 horrible crimes. It is a partnership that shows  
13 results.

14 Our statistics show one out of six kids  
15 featured in our photo distribution network are  
16 recovered as a direct result of a child's photo. And  
17 the number one source of photo-related recoveries is  
18 television.

19 Radio also plays a very vital role in  
20 recovering missing kids, especially through the Amber  
21 Alert program. In California, we've had 12  
22 recoveries so far, and more than 135 kids have been

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1 returned safely nationwide because someone saw or  
2 heard the Amber Alert and contacted officials.

3 The Amber Alert program has revolutionized  
4 the way we fight child abductions in our country. No  
5 longer are we waiting for the 5:00 o'clock news to get  
6 details about the case. Broadcasters now break into  
7 programming with information so that no time is lost.

8 Broadcasters' ability to engage and  
9 empower entire communities to search is second to  
10 none. We believe their efforts are commendable,  
11 especially since they are not mandated to do so.

12 We have seen time and time again the power  
13 of broadcasters in helping to resolve these cases.  
14 Today more missing children come home safely than at  
15 any time in the nation's history and families are more  
16 alert and aware than ever before.

17 And that is because local broadcasters are  
18 focusing more on this important issue. They run our  
19 public service announcements and produce stories on  
20 child safety tips and prevention. They educate their  
21 communities on how to keep their kids safer.

22 Thank you.

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1 MS. DAVIS: Thank you very much.

2 (Applause.)

3 Thank you, sir. Microphone two.

4 MR. STEPHENS: Good evening. My name is  
5 Ron Stephens. I am General Manager with People's  
6 Radio. We are a commercial radio group here on the  
7 Monterey Peninsula.

8 We have stations KYA; recently changing  
9 KSRK to KMEO-KMEX, which is Spanish Talk; and if you  
10 don't know about the station, you have seen it. We  
11 are the heritage station KNNY, which has the tower on  
12 Cannery Row.

13 KNNY has been a long-time station offering  
14 the ability to present not only local individuals who  
15 wish to propound their facts over the airwaves but also  
16 trying to broadcast talk radio for not only Monterey  
17 but covering wider areas of reach.

18 We are a minority-owned local ownership.  
19 We're probably the only radio group represented  
20 tonight with our owner, Joe Rosen, sitting in the  
21 audience.

22 It is very difficult in this day and age

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1 for local radio groups of our type to be able to exist  
2 in a market such as this. However, there's a place  
3 for everyone to be and to work out throughout the  
4 media direction.

5 We as a local radio station group attempt  
6 to do everything possible to propone the local  
7 community efforts. We broadcast localized basketball  
8 by Cal State-Monterey Bay.

9 We have adopted CASA, which is the local  
10 organization for advocates for children in the court  
11 systems. We also promote all of the local events. We  
12 also give the public a chance to speak on our  
13 stations.

14 Localism is very important, but we are a  
15 dying breed. We are almost extinct, the local  
16 ownerships are. So we ask that as everything is  
17 looked at, find the place to keep local ownership. If  
18 not, that animal will disappear. And there will not  
19 be the local ownership radio stations and owners such  
20 as Joe Rosen sitting in the audience and people like  
21 myself speaking as general managers for these  
22 stations.

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1 I thank you for your time. I thank the  
2 Commission. I thank the community. Let's keep local  
3 ownership alive. Thank you.

4 (Applause.)

5 MS. DAVIS: Good evening, microphone one.

6 MS. ADAMS: Good evening, Commissioners  
7 Abernathy, Copps, and Adelstein. I welcome you to our  
8 small, remote Monterey County. My name is Mary Adams.  
9 And I am the President of United Way for Monterey  
10 County.

11 I have lived here in the community for  
12 almost 40 years and have been active in the  
13 not-for-profit sector for just about all of those  
14 years. I want to thank you for choosing to hold your  
15 meeting here.

16 Like all communities, Monterey County  
17 faces unique challenges and problems. United Way of  
18 Monterey County works to tackle many of these  
19 problems. And we provide funding, support, and  
20 leadership to many nonprofit organizations that  
21 provide assistance to people in need.

22 United Way agencies tackle such problems

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1 as domestic violence, sexual abuse. We provide  
2 assistance for children who are at risk. We help the  
3 elderly. We work to address hunger and homelessness.  
4 And we also address scores of other pressing issues.

5 United Way agencies touch more than 40  
6 percent of the people who live in our county. In  
7 providing these services, we're fortunate to have  
8 strong partners in our local radio and television  
9 stations.

10 We are a small community. And we do have  
11 access that is not common in the larger markets. As  
12 an example, KSBW-TV in Salinas helped the United Way  
13 of Monterey County and United Way of Santa Cruz County  
14 launch a program called Success By 6, which works to  
15 ensure that children are prepared to learn by the age  
16 of six, when they generally enter school.

17 KSBW has aggressively promoted the  
18 program, both on air and off, airing public service  
19 announcements and vignettes covering such areas as  
20 children's health, education, nutrition, and safety,  
21 plus quality time with family and parenting skills.

22 One of the station's co-anchors, Kate

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1 Callaghan, who is an absolute delight, has shown  
2 particular dedication to this program, regularly  
3 preparing special features for Success By 6.

4 KSBW also provides local support for our  
5 annual fundraising drive. If we were to try to pay  
6 for the kind of support that we get to support our  
7 fundraising goals, we wouldn't be able to give so much  
8 money back to the community.

9 Indeed, many local TV stations and radio  
10 and on-air talent provide support for us from places  
11 like KTIG to KION.

12 Thank you.

13 MS. DAVIS: Thank you very much.

14 (Applause.)

15 Microphone two.

16 MR. DILLWORTH: Good evening,  
17 commissioners and the public. My name is David  
18 Dillworth. I represent Helping Our Peninsula's  
19 Environment. I grew up here locally.

20 Just like a corporate restaurant, we are  
21 not being served by our local TV broadcasting.  
22 One-sided, pro-business, anti-environmental local news

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1 reporting is standard here.

2 For an example, a water supply and  
3 building moratorium is facing us. It's a major  
4 current local front page controversy. All three  
5 Peninsula newspapers at least mentioned that there was  
6 public support for the moratorium. At the single  
7 hearing that was held.

8 Yet, not one of the three major local  
9 English language TV stations, KSBW, KION, or KCBA,  
10 allowed any mention of public support for the  
11 moratorium. But they all provided extensive coverage  
12 of the moratorium criticism by those who had a direct  
13 financial interest in it. This is absolutely  
14 backwards --

15 (Applause.)

16 MR. DILLWORTH: -- because newspapers have  
17 no government mandate to provide both sides of the  
18 story but broadcasters do. We have a solution.

19 According to most journalism experts, the  
20 "Letters to the Editor" page is the most read section  
21 other than the front page. Our local KSBW-TV pretends  
22 to provide viewer responses to their one-sided

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1 anti-public interest news coverage and editorials.

2 (Applause.)

3 MR. DILLWORTH: But in reality, the only  
4 thing they provide is a one-sentence summary, their  
5 summary, of our rebuttals, not in full, not on the  
6 air, not by the author, only on their Web site.

7 We need meaningful broadcast time  
8 dedicated to genuine unedited public letters to the  
9 editor. For every minute of local news, please  
10 require local TV and radio stations to provide an  
11 equal number of free minutes in adjacent time, not at  
12 3:00 A.M., for local unedited video, letters to the  
13 editor spoken by their authors or a person they  
14 choose.

15 (Applause.)

16 MR. DILLWORTH: It might even be popular.

17 (Applause.)

18 MS. DAVIS: Thank you. Thank you.

19 MR. DILLWORTH: Belva, this is a  
20 certificate of media heroism for Hebrard Olsen, the  
21 gentleman who spoke before you and has presented 800  
22 hours of public interest programming at his own

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1 expense. He doesn't know he's going to get this, but  
2 we're presenting it to him tonight.

3 (End of tape 3)

4 (Beginning of tape 4)

5 MS. DAVIS: Okay. Thank you.

6 (Applause.)

7 Microphone one.

8 MS. KIRSCHNER: Hi. Hi, Commissioners.

9 Thanks so much for being here tonight. My name is  
10 Laura Kirschner. I'm the PR Director with the  
11 Monterey County chapter of the American Red Cross here  
12 -- here in -- based in Salinas, actually.

13 As the FCC's localism task force  
14 undertakes the examination of all the ways that local  
15 broadcast stations serve local communities, I just  
16 wanted to draw your attention to the long-standing  
17 partnerships between our own broadcasters and the  
18 American Red Cross, Monterey County chapter.

19 Through the airing of disaster  
20 preparedness and response messages, promoting blood  
21 drives, and highlighting health and international  
22 services, local radio and TV stations in our community

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1 assists the American Red Cross, Monterey County  
2 chapter in saving lives.

3 The American Red Cross and Monterey County  
4 continues to rely on the media to provide information  
5 to the public in times of disaster when help can't  
6 wait. As flood waters are rising and in times of  
7 local family disasters, it's through the media that we  
8 get these critical life-saving messages to the public.  
9 Our local media support is greatly appreciated and  
10 absolutely critical to ensuring that Red Cross  
11 messages are delivered in a timely and effective way  
12 to the waiting public.

13 For example, this year our chapter worked  
14 closely with KION, KCBA, and local schools to raise  
15 funds for local disaster relief efforts here in  
16 Monterey County. Our broadcast partners sponsored  
17 this campaign, providing public service announcements  
18 and on-air talent to help raise nearly \$7,000 for  
19 chapter local disaster relief effort, thus ensuring  
20 that local families would have the means to start over  
21 when disaster interrupts their lives. It does make a  
22 big difference, and we're tremendously grateful.

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1 KION and KCBA's promotion was absolutely  
2 crucial to the success of the overall campaign. As  
3 someone who spent nearly 10 years behind the scenes in  
4 local TV, and seven years in the non-profit sector, I  
5 can tell you that our area broadcasters are doing an  
6 admirable job in covering our local nonprofit  
7 organizations.

8 However, with over 500 registered  
9 nonprofits in Monterey County alone, we simply can't  
10 expect the media to cover our organizations just  
11 because we're doing good things. We need to spend  
12 some time thinking about how we can provide the media  
13 with what they need.

14 Each one of us in the nonprofit world can  
15 play a role in our perceptions of the organization.  
16 It's up to us to learn how to think like reporters and  
17 to critically ask ourselves why our issues are  
18 important and what is it about them that's newsworthy.

19 MS. DAVIS: Thank you so much.

20 (Applause.)

21 MS. KIRSCHNER: Thank you.

22 MS. DAVIS: Microphone two.

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1 MS. CHARLTON: My name is Tammy Charlton.  
2 I have lived in Monterey for 27 years. I'm a teacher  
3 in Moss Landing north of here. During the Iraqi War,  
4 a PBS radio station gave many-sided coverage of the  
5 war twice a day, unfortunately for me at 9:00 a.m. and  
6 3:00 p.m. I could catch the 3:00 p.m. every day  
7 driving home from school. I listened to it daily on  
8 my way home.

9 The variety of viewpoints and coverage was  
10 priceless. When the war supposedly ended, this  
11 station could only afford to broadcast the program  
12 once a day, unfortunately at 9:00 a.m., given the  
13 limits of public funding by donation.

14 With the extraordinary profits of  
15 commercial media, shouldn't they be required to  
16 support unbiased public transmission with at least 10  
17 to 15 percent of their horrible profits?

18 (Applause.)

19 MS. DAVIS: Thank you.

20 Microphone one.

21 MR. GROSSMAN: My name is Arlen Grossman.  
22 I'm a media consumer.

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1 (Laughter.)

2 In theory, the FCC is the government  
3 agency regulating the media on behalf of the American  
4 public. My concern is that the people are not being  
5 served by the FCC. I wish I could say the FCC works  
6 in the public interest, but recently they seem to be  
7 more interested in the welfare of Disney, Clear  
8 Channel, Fox, and Time Warner.

9 Lowry Mays, the CEO of Clear Channel  
10 Communications, was quoted as saying -- this is a  
11 quote -- "If anyone said we were in the radio  
12 business, it wouldn't be someone from our company.  
13 We're not in the business of providing news and  
14 information. We're not in the business of providing  
15 well-researched music. We're simply in the business  
16 of selling our customers products."

17 In other words, the primary responsibility  
18 of a media corporation is to make money for its  
19 shareholders, not to serve the general public or the  
20 crucial information needs of a well-functioning  
21 democracy.

22 The number of companies who control the

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1 media has been shrinking rapidly, leaving power in the  
2 hands of a few corporate media giants. As it is,  
3 monopolies represent 98 percent of all cable TV  
4 markets, and two companies control satellite TV.  
5 Since the 1996 Telecommunications Act deregulated  
6 radio, Clear Channel grew from 43 stations to more  
7 than 1,200 today.

8 Now, why would the FCC side with the big  
9 media companies? Maybe the influence of the  
10 \$100 million plus that media corporations and their  
11 trade associations spent on lobbying the government in  
12 recent years. Or maybe the influence of the more than  
13 2,500 industry-sponsored, all-expense-paid trips  
14 provided for FCC employees since 1995. (Audience  
15 booing.)

16 So what can be done to serve the public  
17 interest? Great Britain and Canada offer examples.  
18 They have been wary of the dangers that an  
19 advertising-dependent broadcast system poses on  
20 democracy. They have -- all right.

21 MS. DAVIS: Your time is up.

22 MR. GROSSMAN: All right. Thank you.

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1 (Applause.)

2 MS. DAVIS: Thank you.

3 At microphone two.

4 MS. GOODFELLOW: I am Robin Goodfellow.

5 I came down from Oakland because I believe in  
6 alternative non-commercial, non-Republican radio is  
7 vital --

8 (Laughter.)

9 -- to the health of the world. I am also  
10 KD6OAQ, an amateur ham radio operator. Please protect  
11 our amateur frequencies from corporate greed. We  
12 provide disaster communications for fire, police, and  
13 Red Cross when the phones are down. Please don't sell  
14 our birthright airwaves to the highest bidder.

15 (Applause.)

16 MS. DAVIS: Thank you, Robin.

17 Let me take a minute here for a little bit  
18 of housekeeping. We have to be out of this building  
19 by 11:45. We have a choice. We have other speakers;  
20 I'm not sure how many, because I can't see the number  
21 of people in the hall. But those of you who are  
22 on line, if you would like to have your fellow

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